

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

RECEIVED
CENTRAL FAX CENTER

JUL 21 2005

Applicant(s): **Donald F. Gordon et al.**

Case: **DIVA/308** Group Art Unit: **3623**

Serial No.: **09/737,841** Filed: **December 14, 2000**

Examiner: **Jeanty, Romain**

Title: **METHOD AND APPARATUS FOR COLLECTING AND
REPORTING CONSUMER TREND DATA IN AN INFORMATION
AND DISTRIBUTION SYSTEM**

CERTIFICATE OF MAILING OR TRANSMISSION	
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or being facsimile transmitted to the USPTO, on the date indicated below.	
7/21/05	<i>Laura E. Crater</i>
Date	LAURA E. CRATER

MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SIR:

RESPONSE TO ADVISORY ACTION

This is in response to the Advisory Office Action mailed July 6, 2005.

The Commissioner is authorized to charge any fees due, including additional claim fees and extension of time fees, required to make this filing timely and complete to Applicants' attorneys' Deposit Account No. 20-0782/SEDN/308.